



# A Litter Bit Better!

## 2013 Event Summary

### 2013 Sponsors

#### Event Sponsors \$5000+

City Auto Glass  
City of Rochester  
Clear Channel Radio  
Cumulus Radio  
KTTC/Fox 47/CW/MeTV  
RNeighbors  
Rochester Post-Bulletin  
Rochester Service Company  
Waste Management

#### Ten-Ton Pile \$1000+

Arnold's Supply & Kleenit Company  
Kwik Trip  
Mayo Clinic  
MnDOT District 6  
Rochester Honkers Baseball  
Rochester Downtown Alliance  
Somerby Golf Course

#### One-Ton Pile \$100-\$999

Ardell Brede  
Courtesy Corporation - McDonalds  
Diversity Council  
Intercultural Mutual Assistance Association  
Nature's Best Dry Cleaners  
Olmsted County  
Perkins Restaurants of Rochester  
Quarry Hill Nature Center  
Rochester Chamber of Commerce  
Rochester Commercial Banks  
Seneca Foods Foundation  
Taste of Rochester  
Trek Analytics

### Introduction

In December 2006 two concerned citizens proposed a city-wide litter clean-up event to Mayor Ardell Brede and the Chamber of Commerce. The Mayor brought together a team of organizations that developed a plan and coordinated the first annual *Help Make Rochester A Litter Bit Better!* event in 2007. With the help of generous sponsors, the event has been a success each and every year since.

2013 was the 7<sup>th</sup> annual *Help Make Rochester A Litter Bit Better!* event. Each year, thousands of volunteers collect litter from across Rochester. Together in the past 7 years, these individuals, service groups, businesses, scout troops, faith-based organizations, neighborhood associations, and families have worked together to remove over **83 tons of litter** from the community. The removal of this waste reduces potential land and water pollution and beautifies our cityscape. Participants in the event build community ties and reinforce a strong sense of community pride. The ultimate goal of the program is to prevent water pollution by eliminating litter-causing behavior in the City of Rochester.



*Boy Scout Troop 498 - Shadowhawks*

## Save the Date for Next Year!

## April 19 - 26, 2014

[www.rneighbors.org/litterbitbetter](http://www.rneighbors.org/litterbitbetter)

## Steering Committee Members

The success of an event the size of *A Litter Bit Better!* takes time, effort, and leadership. Various organizations and individuals have worked together since 2007 to put on this successful campaign. The 2013 Steering Committee Members and their organizations are listed below.

### *2012 Steering Committee Active Members and Affiliated Organizations*

<b>Angie Dalenberg</b> Mayo Clinic	<b>Dan Dalenberg</b> Mayo Clinic	<b>John Helmers</b> Olmsted County	<b>Mike Kraszewski</b> City of Rochester
<b>Ardell Brede</b> City of Rochester	<b>Mark St. Peter</b> City Auto Glass	<b>KC Reed</b> Boy Scouts Gamehaven	<b>René Lafflam</b> RNeighbors
<b>Barb Huberty</b> City of Rochester	<b>Jane Andrist</b> Federal Bureau of Prisons	<b>Sandy MacLaughlin</b> Historic Southwest Neighborhood Association	<b>Megan Duffey Moeller</b> City of Rochester
<b>Sylvia Keller</b> Knutson Construction	<b>Mike Nigbur</b> City of Rochester		

## Event Sponsors

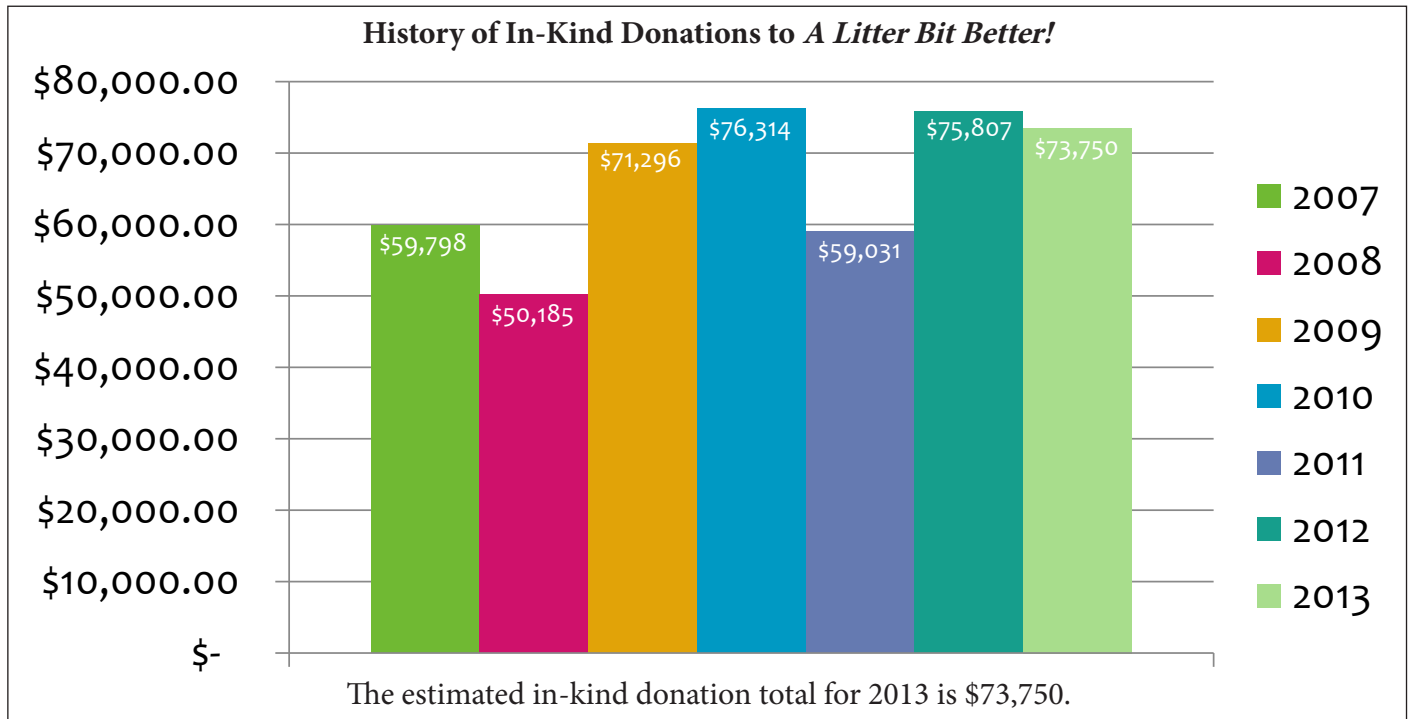
The *A Litter Bit Better!* campaign has been made possible by the generosity of businesses and individuals within the Rochester community. The sponsors listed in the sidebar on page one, donated cash, goods, or services in 2013. The logos below represent the Event Sponsors. These organizations contributed over \$5,000 in cash and in-kind services. Thank you to all the sponsors for their continuous support of this program!

**City Auto Glass**



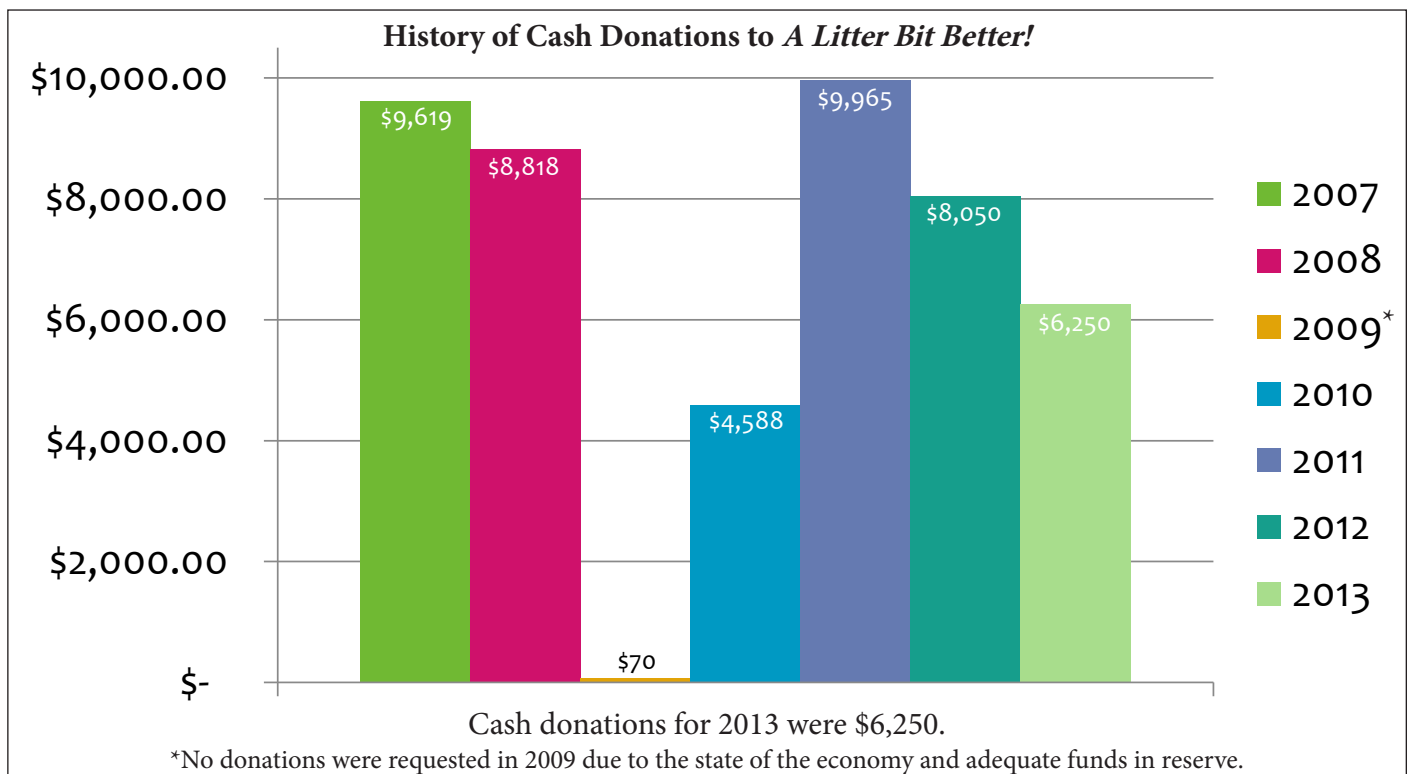
## In-Kind Donations

In-kind donations of time, goods, and services include waste collection, storage and disposal, staffing, website, recycling bags, and TV, radio, and newspaper advertising.



## Cash Donations

Cash donations pay for garbage bags, posters, Pledge Cards, magnets, postage, Litter Man, and more! The total expenses for 2013 were \$3,818, leaving a cash reserve of approximately \$8,200 for future years.



The combination of cash expenditures and in-kind services yields a total program cost of approximately \$80,000, which is about \$3.28 per pound of litter collected.



## Event Promotion

A wide variety of promotional methods are used throughout Rochester to target new and repeat participants. Examples include:

“Save the Date” fliers & magnets

Bulletin notices for faith-based organizations

Posters displayed at businesses

Press releases

Radio, television, and newspaper ads

Rochester Channel 19 Cable TV spots

Newspaper, newsletter, and magazine articles

Email notifications

RNeighbors Facebook page posts

Interviews & presentations

Vehicle magnets

Personal contacts

Translated materials for non-English speakers

Rochester Honker's baseball games - programs, banner, bracelets and “LitterMan”

Twitter tweets

Website postings



2013 Promotional Poster



KTTVC Promotional Commercial

## Poster Contest

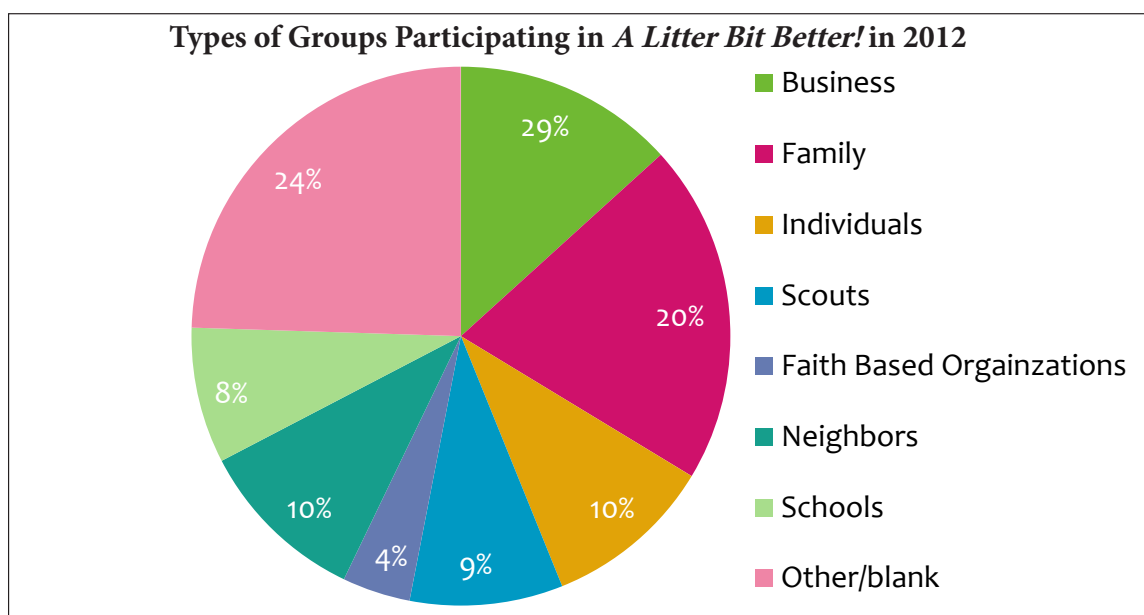
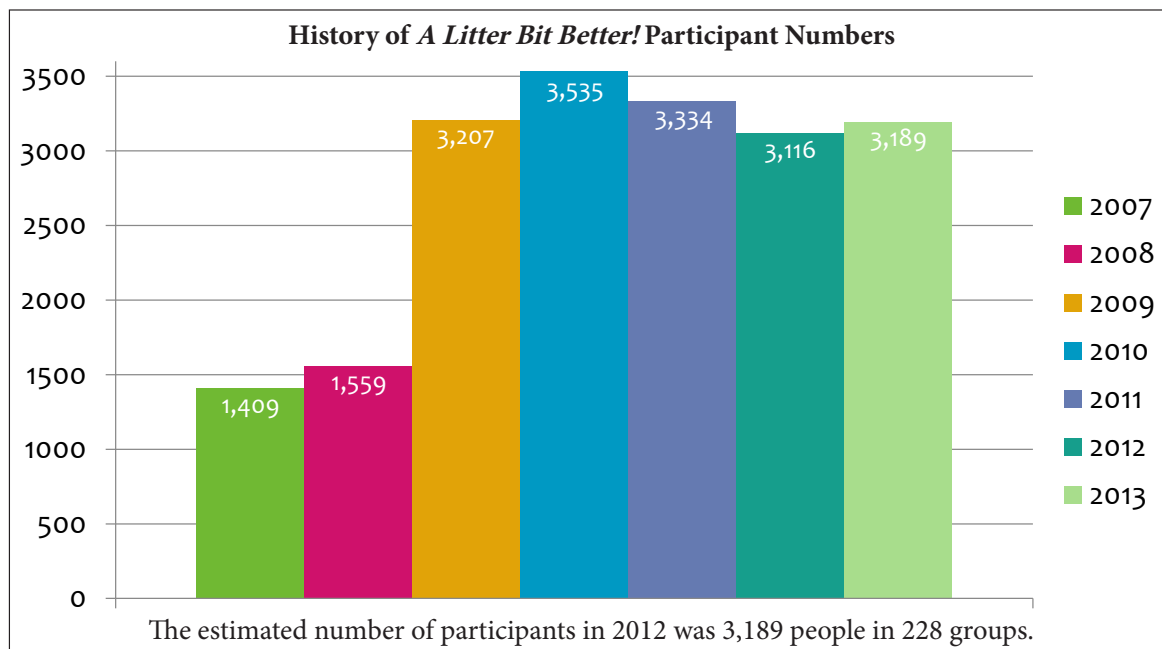
4<sup>th</sup> grade classrooms across Rochester are invited to participate in the annual poster contest and to sign a pledge to: **Never Litter. Always Pick Up Litter. Tell Others Not to Litter.** The artist of the winning poster design from each school receives an *A Litter Bit Better!* t-shirt, an opportunity to be in the Rochesterfest Parade, and a signed letter of appreciation from the Mayor. The Grand Prize Poster Winner has their art published on the pledge card and receives a poster with their winning artwork, a photograph with the Mayor, and a pizza party for their class.



2013 Grand Prize Winner Nathan Eberhart  
Hoover Elementary School

## Participant Information

The number of people volunteering their time to *A Litter Bit Better!* is impressive. Individuals from all walks of life participate each year. 70% of volunteers in 2013 had previously participated in *A Litter Bit Better!* and 13% have been involved in the event each of the past 7 years.



## Weather Conditions

Dedicated *A Litter Bit Better!* volunteers participate year after year regardless of the weather.

Year	Temperature (°F)	Precipitation
2007	44° - 81°	None
2008	45° - 73°	1 day of rain
2009	52° - 75°	None
2010	40° - 80°	Trace of rain on 3 days
2011	32° - 51°	Rain and snow 9 out of 12 days
2012	34° - 73°	Trace of rain on 6 days
2013	44° - 71°	4 days of flurries, 2 days of 70° and sunshine



## Volunteer Photos & Feedback

Each year volunteer groups complete a brief survey to help evaluate the program. The quoted texts and photos are a sampling of volunteer experiences.

*"[I participate] to minimize the guilt from after all the cigarettes thrown by me onto the roads years ago."*



*Boy Scout Pack 83*



*Brains Together for a Cure*



*Byron Women of Today*



*Strauss Family & Friends*

*"It is great seeing Rochester all cleaned up!"*



*Birchwood Neighbors*

*"It is a great initiative and involving families also educates them that the problem starts with our practices and creates a different mind set."*



## Volunteer Photos & Feedback



*Rochester Public Utilities*

*"It is a great program, especially for kids as it helps them be aware of our environment and it helps them to get out and be active."*

*"[I participate] because keeping trash out of the river is very important."*

*"I love giving back to my community and working along side my neighbors. We are being good role models for future generations."*



*DFL Senate District 25*

*"We do adopt-a-highway but this is more of a community building activity - it makes me happy to see so many people participating."*



*Near Gibbs Elementary*



*Brian Plummer*



*Allendale Park Pick-Up*

*"It was a positive experience. I felt good doing my part to make my city cleaner. People that saw us actually thanked us while picking up litter. That made me feel good and made me feel like I was contributing to a good cause."*



*Bamber Valley Neighbors*



## Volunteer Photos & Feedback

*"I like helping out in cleaning the environment."*



*Manor Park Clean-up Crew*

*"It brings a sense of awareness to the issue of littering."*



*Kutsky Park Neighbors*



*Rochester Sams Club Employees*



*Natalie Liessmann & Friends*

*"We do this every year. I love picking up the areas that look bad, and it is an excellent civic service for my daughter who is too young to volunteer other places."*



*Oak Park Terrace Neighbors*

*"It's a very worthwhile effort."*



*Boy Scout Group 21*



## 2013 Results

Volunteers picked up litter at 245 collection sites that covered 5,185 acres of land in Rochester. These efforts resulted in **24,364 pounds of litter being removed** from the environment in 2013.



*Trash Mountain 2013*

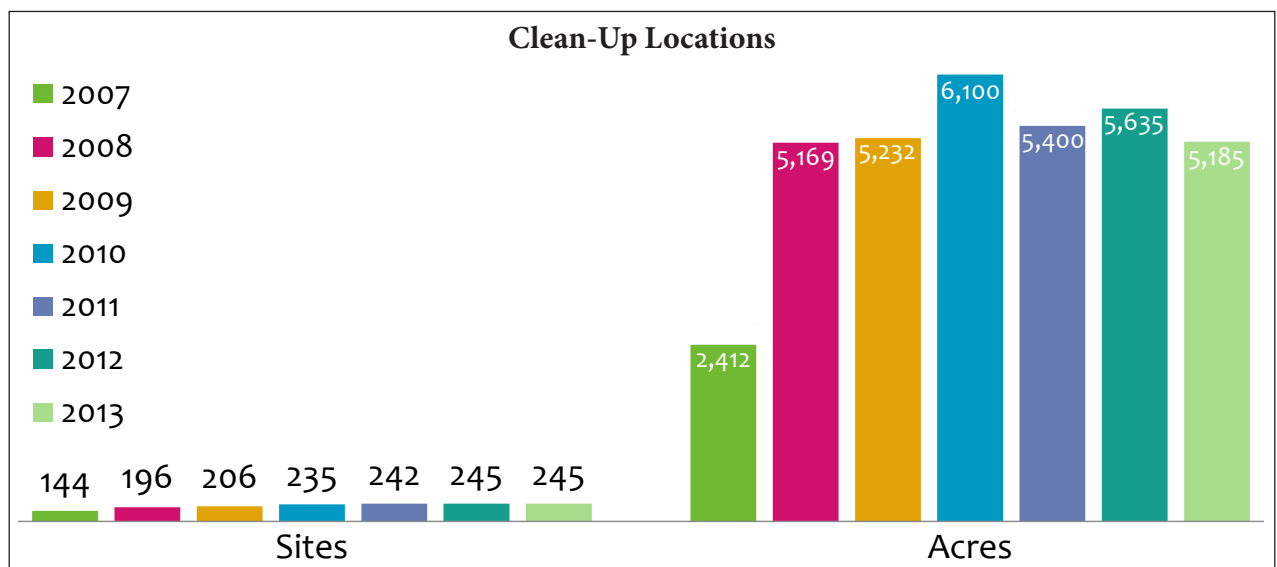
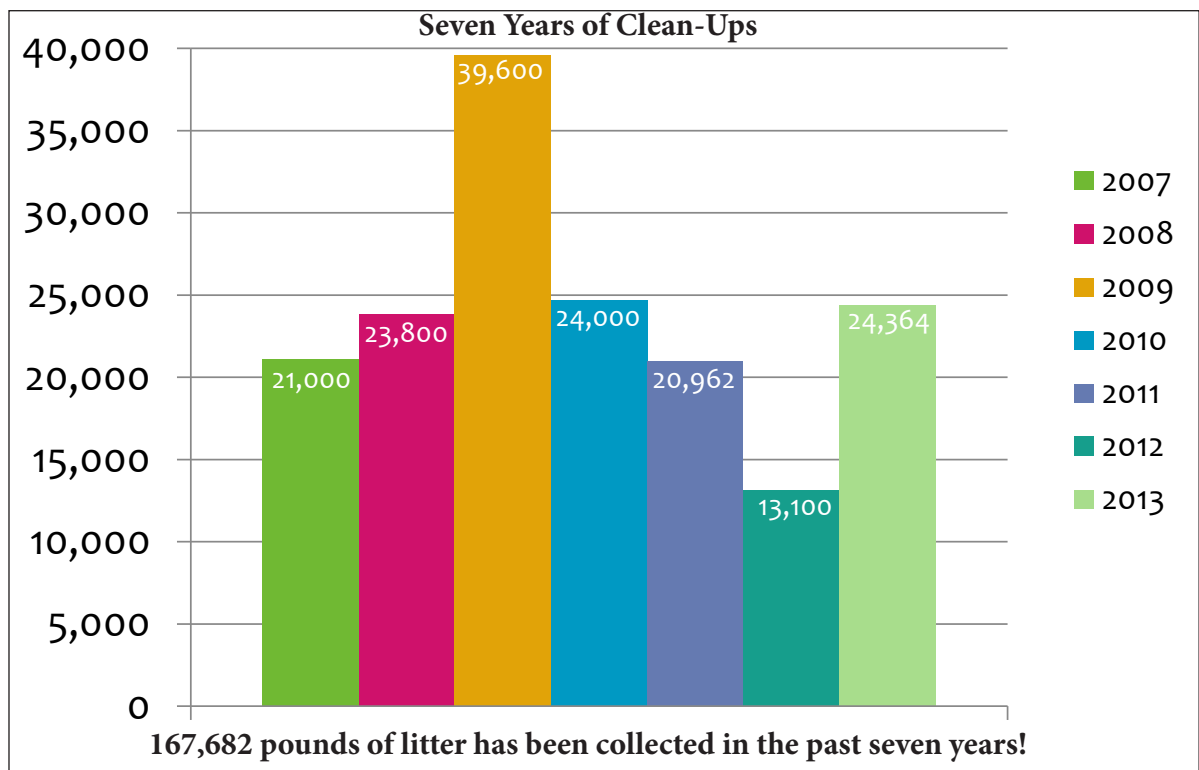


*One day's worth of trash picked up*



*Tires collected*

Despite numerous groups reports of finding less litter at their site this year (52%) and a comparable number of volunteers conducting clean-ups, the amount of litter picked up this year was significantly higher than the 2012. There are no clear indicators for the increased amount; however, it is possible that the long, snow-filled winter prevented any litter collection by businesses, property managers, or citizens from happening prior to the event.



## Types of Trash Collected

What do you find in 12 tons of trash?



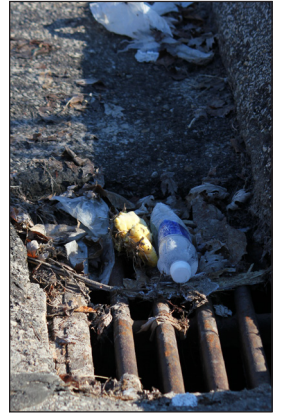
"Plastic bottles"

"Dolls"

"Lots of styrofoam cups"

"A broken safe"

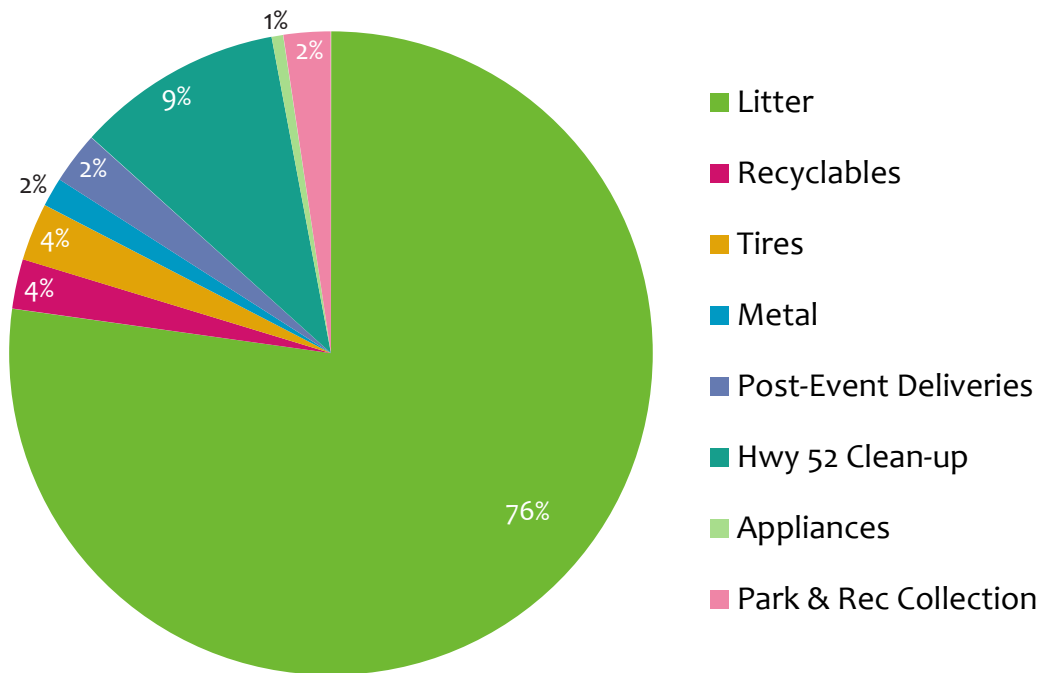
"Cigarette butt litter is rampant. We'd like to see more of an effort to bring this into the public eye."



"A red onion with toothpicks and a hat pin stuck in it."

"Car parts from accidents."

Types of Litter Collected 2007-2013



"LOTS of cigarette butts!"

"A commode? Goodness..."



"Sled pieces"

"Plastic bags of dog poo"

"Broken toys"



"A broken windshield!"

"Desktop computer"

"A large screen TV"



## Business Partnerships

Businesses in Rochester recognize the impact of having a clean, litter-free landscape. In 2011 a new initiative to encourage businesses to focus on litter prevention and clean-ups throughout the year was created. Participants monitor trash weekly, create a litter policy, educate staff and customers, and post a decal in their windows. All businesses are encouraged to participate in this program - to learn more and register visit [www.rneighbors.org](http://www.rneighbors.org). The businesses listed below have voluntarily agreed to participate in this program:



Apollo Dental Center	HyVee Rochester - All Locations	Rochester Good Food Store Co-op
Arnolds Supply & Kleenit Company	Keller Williams Realty	Rochester Post Bulletin
Bold Construction	Minnesota School of Business	Sherwin Williams South
Canadian Honker Restaurant	Mister Carwash	Sixta Insurance, LLC
City Auto Glass	Panera Bread - North & South	Söntés
Civic League Day Nursery	Pro Image Promotions & Apparel	The UPS Store
G & L Insurance Group	Recreation Lanes	Weis Builders Inc.
Gamehaven Council	<i>Will your business become A Litter Bit Better next year?</i>	

## A Litter Butt Better! Initiative

Cigarette butts are the #1 littered item in the U.S. In 2010, a subcommittee formed to tackle this issue in Rochester. The *Help Make Rochester A Litter Butt Better!* initiative has been gaining momentum ever since. Project initiatives include:



- The “Butt Kickers!” of John Adams Middle School were recognized for their 2012 work in educating the Rochester community about the ill-effects of cigarette butt litter. The “Butt Kickers” received recognition from the Rochester’s Committee on Urban Design and Environment (CUDE) and an Environmental Achievement Award from Olmsted County and Rochester Public Utilities.
- The Rochester Downtown Alliance, Mayor Ardele Brede, and Rochester Park and Recreation teamed up in 2013 to offer the “Butt Kickers!” of John Adams Middle School a bounty on cigarette butts picked up from the Downtown landscape. This group of 25 individuals picked up 19,959 butts in approximately 5 hours. The bounty resulted in \$1,500 dollars being raised for the school’s science lab.



*The 2013 “Butt Kickers!” with Mayor Brede*



*CUDE Award Winners*



*Environmental Achievement Award Winners*



*2013 Downtown “Butt” Clean-up*

## Opportunities for Involvement

There are numerous ways to be involved in *A Litter Bit Better!*

- 2013 Steering Committee Members - Be a part of leading *A Litter Bit Better!* Members work to keep the program running smoothly and develop new initiatives. (Members attend 5, hour-long meetings per year and participate in promotional activities.)
- Event promotion
- Recruit Business Partners
- Solicit donations
- Walk in the Rochesterfest Parade

Contact Megan Moeller at [mmoeller@rochestermn.gov](mailto:mmoeller@rochestermn.gov) or 507-328-2440 if you would like more information.

**Save the Date for the next *A Litter Bit Better!***  
**April 19 - 26, 2014**

**[www.rneighbors.org/litterbitbetter](http://www.rneighbors.org/litterbitbetter)**



*Nienow Family & Friends*



*Saint George Members*



*Target Employees*